

START WITH A CART FAQ :

What type of business should, and should not, apply for Start with a Cart?

This event is open to local, niche, and small businesses. Cart vendors who have thrived in the mall have included handmade jewelry, custom candles, unique apparel, trendy home decor, wellness and beauty products, etc.

Food vendors who sell packaged/dry goods are welcome. Past food carts have included wrapped candies, cookies baked offsite and packaged, and spices.

While we would love to welcome any small business to our mall, we do not have kitchens or hand washing stations for our carts. If your business requires a kitchen, please consider reaching out to our leasing team about opportunities in our food court.

We encourage you to visit our current kiosk carts for examples.

How do I pay the \$50 entry fee?

Please submit a \$50 cashier's check or certified funds made out to Park Place Mall. Funds may be mailed or dropped off to: Park Place Mall Management Office, Attention: Marketing, 5870 E. Broadway Blvd., Tucson, AZ 85711. Cash and credit card are not accepted. Only applications with the appropriate \$50 payment will be considered. The application fee covers your vending space inside Park Place Mall for the day.

What will approved applicants need to do before the event?

Applicants who submit a completed form with the \$50 funds made out to Park Place Mall AND who have been selected to participate by the mall management office, will then be required to provide a COI (Certificate of Insurance) two weeks in advance. The day of the event, Saturday, July 19, 2025 applicants will be expected to setup within a pre-assigned 10x10 space at Park Place Mall. Two tables and two chairs will be provided. Approved applicants must stay within the 10x10 space parameter.

What time should I be at Park Place Mall for setup for the Contest?

Approved applicants will be expected to be setup by 11 am on Saturday, July 19th 2025. Approved applicants can access their pre-assigned space beginning at 10 am that morning. Vending will begin at 11 am. Judging will begin at noon. All approved applicants can vend throughout 6 pm, regardless if they place in the contest.

What is the schedule for Start with a Cart?

10 a.m. Set up

11 a.m. - Vending starts*

12 - 1 p.m. Applicants will pitch their business to judging panel

1 - 1:30 p.m. Judging

1:30 - 2 p.m. Start with a Cart winners are announced

*Applicants may vend until 6 p.m. on Saturday, July 19th, regardless of if they place in the competition.

How will the winner be determined?

A judging panel that includes representatives from Local First and other small business-focused organizations in Tucson. Competing carts will be judged on the following:

- Display of and experience at the Cart
- Appeal of Product/Service
- Pitch Presentation to the Judges

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What do I submit for the video portion of the application?

Please record yourself (cell phone quality is fine!) talking for 2-4 minutes about your business and upload it to a public site like Youtube. This is for internal application review only and will not be seen by the judges. Tell us what you sell, how you sell it, how long you've been in business, how your sales are, why you think it appeals to Park Place Mall customers, etc. Include the public link to your video in the application.

Who do I speak to about the Certificate of Insurance Requirements?

Please call the Park Place Mall Management Office at 520-729-1999 and/or Park Place's preferred insurance agent Randall Funch at randal@funchinsuranceservices.com or (520) 344-4457.

Which 3-month period will the winner be permitted to setup?

The winner will receive 3-months of a kiosk in the mall from August - October, 2025.



Do I get to pick the location of the cart if I win?

The winner will be assigned a cart based on inventory availability.

If I win, what resources are available to me?

It is Park Place Mall and Local First's goal to ensure the winning business is setup for success. In addition to winning 3-months of free rent on a cart at the mall, the winner will have receive a membership with Local First, access to business consultation, and a one-hour Marketing Plan consultation with Park Place Mall's Marketing Manager. 1st, 2nd, 3rd will also receive a membership with Local First. Other Prizes will be announced closer to the event.

What is provided with the cart?

The winner will be provided with a basic Park Place Mall retail merchandise unit complete with official cart name sign, electrical access, and chair. The tenant will be responsible to:

- Merchandise the unit
- Secure any internet connection above the general Center Wi-Fi
- Arrange promotional signage besides the official cart name sign which is provided by Park Place Mall.
- Market their business to drive foot traffic and sales (Park Place's Marketing Manager can assist if you want paid promotions inside the mall)

If I win, what operating hours do I have to maintain? Is it possible to be flexible with hours?

All tenants will be expected to abide by Park Place Mall hours. Any request to deviate will need to be discussed with Park Place Mall's Local Leasing Manager.

What happens after 3-months?

The winning brand will work closely with Park Place Mall's Local Leasing Manager to agree upon rent terms following the free 3-month period. A flexible rent structure will be explored to phase the brand into a rent paying tenant.

What happens if I decide to terminate during my free 3-months?

While the goal will be to give the winning brand the opportunity to build their brand and grow their customer base toward long term success, we understand this will be an incubation. Both the tenant and landlord can terminate tenancy at the conclusion of the free 3-month period.